

Economic Development Focus Group Questions
City of Menasha
Focus Group meeting March 7, 6:00 pm

Question A: What do you feel are the essential building blocks of a healthy economy?

- Jobs
- Industry
- Education
- Innovation
- Confidence and self reliance
- Markets
- Mix of housing
- Skilled work force- can they do the jobs today
 - Can they do the jobs you want tomorrow
 - Constant retraining needed
 - Need to consider psychological impact of retraining
- Good infrastructure (reliable)-
 - Streets, electricity, water/sewers, telecom, broadband, transportation
- Support investment
- Quality of life- parks, recreation, trails
- Lack of red tape and barriers
- Competition
- Support for entrepreneurs- programs, financing, training
- Good government
- Available funds for investment or redevelopment
- Tax base
- Growth industries
- Regional cooperation
- Mix of services, office, businesses- types that are compatible

Question B: Which building blocks are present in Menasha?

- Jobs- have certain types, not all types needed
- Industry
- Innovation has improved over time
- Quality of life- have natural features, waterfront, trails, boating
- Regional cooperation
- Infrastructure
- Education- have access to university, Fox Valley tech
- Have telecom advances but not seen as a “wired” area- need to market this more
- Redevelopment Authority started in December 2005

Question C: Which building blocks are missing in Menasha?

- Diverse job options not always available- look at city versus whole area, need to provide different types of jobs in various locations
- Not turning out enough students to keep pace with demand

Lack of red tape- perception that it's high and that the City is not willing to work with developers but City trying to make it as easy as possible
 Need more support for entrepreneurs
 Need more growth industries- have to look at big picture not just small area
 Don't have research institutions or graduate programs necessary
 Need to emphasize compatible uses
 Water plant needs improvement
 Infrastructure- movement between different areas difficult

Question D: What types of businesses or industry are desired or needed in Menasha?
Use the table below to name types and recommend a location by drawing a line between them.

| <i>Type of Business/Industry</i> | <i>Location</i> |
|----------------------------------|---|
| <hr/> | Lake Park Villas |
| <hr/> | Province Terrace Corridor |
| <hr/> | Oneida Street Corridor |
| <hr/> | Midway Road/S.T.H 47 (north of Midway) |
| <hr/> | Third Street/Racine Street |
| <hr/> | Main Street/Tayco Street |
| <hr/> | Other: <hr/> |
| <hr/> | Other: <hr/> |
| <hr/> | Other: <hr/> |

Professional services- Oneida, Province Terrace, Downtown, Gilbert, 3rd Street
 Specialty shops- bookstore, coffee shop, bike shop repair/rental, boat/kayak rental, antiques, butcher- downtown, 3rd Street, Shop Co Plaza, Lake Park
 Destination spots- restaurants, shops
 Entertainment- needed downtown, 3rd Street, riverfront
 Comedy Club
 Grocery store
 Organic Grocery Store- possibly in ShopCo Plaza, Gilbert, Oneida Street corridor
 Upscale bars, restaurants, brew pubs- downtown, Gilbert, Lake Park, ShopCo
 Ethnic restaurants
 Open air markets- downtown, Gilbert
 More mixed housing/commercial
 Industry that has decision makers on site (versus in another city or state)
 Destination- downtown, ShopCo Plaza

Question E: How can Menasha better use its assets to stimulate economic growth?

Question F: What remedies would you suggest to minimize or eliminate Menasha's economic weaknesses?

Question G: What strategies would you suggest Menasha use in attracting or obtaining the businesses and industry you described above?

Question H: What are any impediments to economic development in the city?